

RADIO**SCREEN****STAGE**

VARIETY

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56 PAGES

SHOWMEN'S BIGGEST FLOP

No Hot Times in the Ol' Town Sat. Nights These Hot New York Days

New York on a Saturday night is now probably the deadliest place in the world. There's room for a baseball game in Times Square, but probably little of an audience could be found, while on the side streets putting practice may be expected at any time.

No other summer in Manhattan has seen such a lack of both motor and pedestrian traffic. The few people who have been downtown on Saturday evenings lately are openly amazed at finding the streets so bare and hotels, restaurants, bars, etc., so empty. Getting a seat at a theatre and parking are now easier than near home in the suburbs.

NRA, the five-day week, summer heat and an increasing tendency on the part of New Yorkers to go to the country or beach for the hot spell is contributing to the somnolence that's befallen the town this year. Sundays were always poor in the summer, but now Saturday is as bad and Friday night business away below the normal of other years.

Restaurants and cafés are closing down for the balance of the hot weather. This is notably true of the east side of town, where the streets are also canyons of silence on week ends.

Total roofs are a different matter, but at many of them there's no trouble at all getting a table on a hot eve. Then a large majority of the customers are visiting foreigners and expect to find a hot time on Saturday night or are stuck in town on business matters, conventions and the like.

Taxicab companies are sending only a minority of their cabs out of garages to save operating expenses.

State-Lake Snare Chi \$1,000,000 Fur Revue

Chicago, July 30. Annual \$1,000,000 Fur Fashion Revue goes into the State-Lake for week of Aug. 5. In the previous years the fur industry's show has always gone into a B&W loop spot.

State-Lake is building a revue around the fashion parade, with Charlie Niemeyer producing.

Old Custom Out

Toledo, July 30. It's unfair for funeral chairs to be used at weddings. NRA has turned thumbs down on the old custom of permitting wedding hosts to borrow chairs from undertakers.

Undertakers' organization met and agreed to bury the practice.

CHI EXPO COSTS 'EM \$43,000,000

Death Masks

Chicago, July 30. Carnival men are obtaining death masks of John Dillinger for display at an admission price here despite the authorities' refusal of permission.

The bootleg masks are being peddled here at prices ranging from \$20 to \$1,000. Latter is the top sum paid with this particular memento reported due for the Fair grounds this week.

RINGLING-B. & B. CIRCUS PLAYS UNDER GUARD

Fort Wayne, July 30.

Only under the strictest health regulations is Ringling Brothers & Barnum & Bailey circus being permitted to play Indiana, following the outbreak of a typhoid epidemic which first hit the circus in Detroit last week, forcing 11 persons into hospital.

Big tent show booked in here for Saturday (28) being granted an official permit at the last minute only after local health officials conferred with the state board of health. As it stands now, all refreshment stands are barred, including the ice cream, popcorn, light drinks and peanut concessions, for precautionary measures.

Also Dr. James W. Jackson, Indianapolis, has been assigned to stay with the circus throughout its entire Indiana schedule and enforce (Continued on page 47)

LIFTING BIDS

Orie Induce Action at Maryland Auctions

Baltimore, July 30. Auctioneers have modernized their methods of heralding stamp sales.

Four-place jazz orchestra, mounted on trucks outside the properties to be disposed of, are fast replacing the traditional "one-beat, negro bell-ringer," who has been standard for ballyhooing auctions in Maryland since Colonial times.

Auctioneers hold that a snapping couple of saxes and Riddon whacking out "Annie Doesn't Live Here Any More" is more effective than the time-honored, doozy bell-tolling, since it lifts the prospective bidder's frame of mind and makes 'em more prone to bid him off.

Concessions at Fair May Lose \$60 on \$1 as Attendance Fades — Snoop Attitude of Fair Officials

SCARES 'EM AWAY

Chicago, July 30. Chicago's Century of Progress Exposition is set to establish a record as the first and only American exposition to pay off its bonded debt. Fair amortized 60% of its bonds during the 1933 season and before the finish of the current half-over edition the Fair will have paid off 100% to its bondholders.

This is a record established by a Fair operated by some of the top business men, society leaders and politicians of the midwest. Behind the actual operation of the Fair are such names as Rufus Dawes, Charles Dawson, Gen. Woods, W. R. Hearst and Lenox Loeb.

These men made the Fair itself a financial success. But is it a success at the expense of dozens of concessionaires who bank on the average of \$150,000 each in nationalistic Villages, rides and amusement contraptions. The Fair as a show this year is a bust. As an exposition company organized for non-profit it is a click.

It's a \$42,000,000 eng as far as show business is concerned. The wisest showmen are those who went into the Fair last year and collected handsomely but who turned down all proposals to repeat a visit this summer. This includes such names as Ben Bernie, Frank Heering and the owners of Palat Blue Ribbon casino. The most sorrowful are those concessionaires who were talked into it by a dock of college-bred Fair salesmen.

Armed with charts and figures of last year's Fair the brain brigade of the Exposition promoted the concessionaires. With the figures on the take of the Streets of Paris and Belgian Village during last season the Fair promoters popped the new concessionaries into sinking \$100,000 and \$150,000 into each of some 15 other Villages. And these receipts were backed up with figures of railroad and hotel reservations (Continued on page 55)

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The Convincer

Broadway finally reached the ultimate of Cancer Landlubian during the past week.

Restaurant opened featuring coffee and sandwiches

Newspapers Credit Big Extra Runs On Dillinger to Mute Radio Policy

Commercial Actor

Rhubarb here the review "Life Begins at 40." Warner plans to do picture, "Life Begins at 40," borrowed from Prof. Walter B. Pitkin's book. Paramount has a film with Shirley Temple, "Life Begins at 40" in view.

An actor in one of the cut salary shows on Broadway puts it, "Life begins at 40."

SECULAR SPEC SHOW AS ROXY STAGE UNIT

Efficacy of and advantage to newspapers of the agreement between publishers and broadcasters was sharply demonstrated last week when the Dillinger story broke. It was the first major test of the working arrangement and the jump in newspaper circulation during the excitement showed what no radio opposition means. Radio confined itself to sketchy accounts of the Dillinger killing.

Not since the Lindbergh kidnapping did the press run so heavily overtime on any occurrence in the country and only the Hitler stories jumped circulations comparably as much. Papers of the tabloid type appeared to benefit the most. Biggest jump in the east is credited to the N. Y. Daily News, which with presses running all day Monday (23) went 500,000 over normal. The N. Y. Mirror reported an increase of 150,000 with other metropolitan dailies also materially advancing. Reports from other cities throughout the country were of similar nature.

First indications were that the average person preferred to read the Dillinger yarn as typed by star reporters but editors think otherwise. They stated that had radio covered the shooting of the number one bad man as it did other major (Continued on page 54)

MARY PICKFORD AT 5G ALMOST SET FOR RADIO

Mary Pickford who is due back in New York today (Tuesday) from Chicago, Jones closing any deals he was through the Daily News. Its star at the Roxy will coincide with the high Jewish holidays.

This

will

be

the

first

time

that

any

Broadway

film

house

has

booked

a

spectacle

of

such

proportions.

Asking price is \$5,000 weekly for the film star with a dramatic program offered.

PRESIDENTIAL ESCORTS

Both Webb and Man West to Travel Back With F. D. R.

Washington, July 30.

Presidential announcements for both chains quit the Capitol last Thursday (26) for west coast to pick up FDR and trail him back across the continent. Carlton Smith, doing NBC trek and Job Trout plus Clyde Hunt, engineer, representing CBA.

Arrangements completed after much conferencing here will put CBA presidential man on NBC for first time when NBC uses other web's pick-up from Glendale National Park. NBC will handle Green Bay job in return.

NVA San's Own Show

For the first time in quite a while patients at the NVA Sanatorium at Saranac Lake will put on their own show.

Danny Murphy will stage the production, which will be given at the San Aug. 14.

CO-OP NETWORK UNDER DISCUSSION WOULD EMBRACE WGN, WLW, WOR, WXYZ

Chicago Tribune Station Active in Fostering Big Market Web on Basis Giving Stations Maximum Revenues and Relative Independence

Chicago, July 30.

With the air full of new chain rumors and attempts there is one network being organized out of Chicago that looks as if it has a chance of going through. This is the WGN co-operative network. The attempt of WGN to organize its own hook-up follows its split with both NBC and CBS and its rejection last week of proposals made by the Federal Broadcasting company that WGN join ABC.

Chicago Tribune station is working on a co-op chain using WOR as its basic hope. WGN and WOR have become particularly friendly in the past six months, the stations even exchanging free time for mutual plugging in the midwest and eastern territories. Both transmitters have been careful in retaining their complete independence and, therefore, set the co-op chain back as the angle by which they can secure network strength and still remain independent.

There have been several programs this season which have wired up both WOR and WGN for simultaneous broadcast, such sponsors as Gordon Baking and Peetco having found the hook-up profitable. So much so that several indie-time and station reps have offered to install the lines on a permanent basis between these two stations if the transmitters would guarantee as much as one hour a day. So far, however, the stations have turned down any angle whereby an outsider would control any of their air time, feeling that if anybody is going to control the WOR-WGN wires they'll do it themselves.

Cincy and Detroit

After WGN and WOR for certain affiliation, comes WLW, which station has also been tied up with both WOR and WGN in three-station hookup. They have billed themselves on several shows as the "Quality Group." With WLW likely to split away from NBC shortly WGN is figuring on counting this \$50,000-watter in on the deal which is now going on.

Having tied up in the Gordon Baking company's "Lone Ranger" with WXYZ in Detroit, WGN has grown closer and closer to this indie transmitter and it appears that the WGN co-op outfit will certainly carry this Detroit outlet. And through WXYZ the new co-op outfit has an in on the entire Michigan network of eight stations, only one or two of which are now tied up with any national web and which are all eager for that prestige of network affiliation. WGN is also understood to be dickering with John Shepard for the inclusion of the Yankee network in the co-operative chain.

Under the co-op system the stations associated in the enterprise will share the cost of the wire charges, setting up a regular period of use in order to secure full bargain-rate privileges. Stations will have to guarantee no exclusive time to the network at all, though the station will naturally mean coin.

Tap Coin Returns

But of particular interest to the co-op stations is that they will secure full value of their rate card, the co-op plan turning over the bulk of the coin received for the stations' time to the station. Only actual operating expenses will be deducted. This is of particular interest to those national web affiliates which have been burning for a number of years now about the high returns the web receives for selling the station time while the station itself draws maybe \$25 or \$50.

Chicago Tribune station officials are busy shaping angles on this set-up and it's expected that they will be ready with a full announcement of their co-operative network by Sept. 1. There have been several attempts in the past to organize regional co-operative networks but with little success, due to the fact that they covered minor markets which big advertisers have little use

for and with the line-charges eating up the profits for the small coin which advertisers would pay for those minor spots. The WGN plan is the first co-op angle to cover the new markets of the country.

WGN figures certain advantages for this co-operative network. In the first place it will permit advertiser to choose any or all stations without binding him to any minimum. It will cover the eastern territory which contains the major markets of the country and territory which many advertisers cover, advertisers who still lack national distribution for their products. WGN particularly points to the Gordon Baking company as an example of an advertiser who has distribution through the ace towns of the midwest and east but who does not wish to cover the south and west and therefore needs only a network which hits his particular territory.

And finally WGN is counting on the obvious reputation of the stations in the new network. Most indie webs previously have been of such poor reputation that they were immediately designated as "Major and Major networks" and the ad sponsors refused to take a chance of injuring their standing by advertising on webs of such reputation.

WMT GERMAN BAND'S 80,000 TOURING MIKES

Waterloo, Ia., July 30.

WMT Little German Band associated with the radio station has completed its first year of touring. Estimates it has covered 80,000 miles within the states of Iowa, Minnesota, Wisconsin and Illinois. Has repeated regularly in 75 towns with as many as seven one-nighters a week and boasts of three open nights since April 1.

POLITICIAN SUES WKY

Aver Station Censored His Campaign Address

Oklahoma City, July 30.

Charging political censorship of a campaign speech, Paul Stewart, state senator and candidate for corporation commissioner, has filed in district court a suit for \$30,000.00 damages.

Stewart made WKY Radiophone Co., Midleton Express service and the Oklahoma Publishing Co. joint defendants.

Suit resulted from action of WKY authorities a week ago in requesting him to delete certain portions of a radio address scheduled for 9 p.m. When Stewart refused to make the changes, station officials allegedly gave him a refund on his contract for the 15-minute broadcast.

TERHUNE ENCORES

Albert Payson Terhune will give off his doggie talks over the air, starting Sept. 7, when Spratt's brand of woof-woof biscuits takes on an NBC blue network commitment. Sundays at 5:15 p.m.

Usual 13-weeker placed by Paris-Poart agency.

WIND'S Man on Street

Chicago, July 30.

Daily "Inquiring Reporter" column will be instituted on the Ralph Atlass station in Gary, WIND. Conducted by Harry Plassey under the tag of "Man on the Street."

Will hit every a.m. and with the sidewalk pounders invited to stop by the mike and express their thoughts on questions of public interest.

Moses Robertson, manager of the Canton studio of Station WABC, Akron, will be married Aug. 7, in Akron to Paulette Edmunds, daughter of Senator and Mrs. V. D. Thompson of that city.

Versatile

Heslinthe Ringrose is the name of the substitute over WOR Newark, for Martha Deane. Ringrose is also an editor of Who's Who.

An idea of his (it's a he) versatility is gained from the fact that he is pinch-hitting for a fashion and cooking commentator.

NBC Didn't Get Okay to Tell World Dillinger Lay Dead in Chicago

Chicago, July 30.

NBC got into a bad jam with the Press-Radio bureau last week with an unauthorized announcement of the shooting of John Dillinger.

Norman Ross, Chi. NBC announcer, not excited when the Herald and Examiner sent in a news flash and he switched the news into a network stretching into the eastern seaboard. Press-Radio bureau has notified NBC that this is a violation and they are holding a meeting to decide what action to take, if any.

It happens that both WGN and KWT hit the other with the Dillinger news immediately after the shooting but those two stations are in the clear due to the fact that they are both controlled by newspapers, the Chicago Tribune and the Herald and Examiner respectively.

PROGRESSIVE POLICY AT WMBG, RICHMOND

Richmond, Va., July 30.

Revitalizing of WMBG, full time Columbia outlet, is going ahead rapidly. Wm. Frederick Copeland from Yankee network, Boston, is studio and commercial director; immediate goal includes 30% increase in gross business, refurbishing and modernization of present studios, boost in fan mail.

Other additions are Frank Letch from WAAZ, John Harris, Harold Yudkin, Paul Edmunds from WICC, Bridgeport, to commercial and feature departments.

Wilbur Havens, station owner, has competition to his 100-watt WRVA's 5,000 watts. Station on constant lookout for new Richmond talent, auditioning thrice weekly.

Tacoma on Big Time

Tacoma, July 30.

First coast-to-coast radio broadcast ever originating from Tacoma went over KVI Sunday evening at 6:30 in celebration of the stepping up of the power of this CBS outlet from 500 to 1,000 watts granted by the FCC.

Tod Pio-Rito, appearing at Hamrick's Music Box Theatre, put on the show with his band and artists in conjunction with dignitaries.

Ken Carney Leaves Primo

San Francisco, July 30.

Third NBC staffer to radio a transfer to the network studios on the RKO lot in Hollywood is Ken Carney, producer, who shifts south this week, where Cecil Underwood, assistant production manager, and Mervin MacKenzie, technician, have moved within the past three months.

Carney's wife, Nell Burleson, is leaving for Worcester's alone, returning on the job here.

Soft Baseball Gets Hot

San Francisco, July 30.

Something new in radio, the broadcasting of soft baseball games, is being started on KQW, San Jose, by Ralph Brunton.

To make the broadcasts still more unique, Brunton has borrowed an announcer from NBC, Dan Thompson, to make the first descriptive spin.

Moses Robertson, Yankee Network

Radio Chatter

New York

Ford Bond, NBC announcer, threatens to break out as a radio star in the "Meet-O" program.

John W. McEwan, an apostleman

for National Television, claims a new television device that requires no lens.

Earl Harper, subbing for Edith Meissner on WINA publicity while on vacation.

Jimmy Burns and Marjorie Head

are teaming on a new WINA.

Her press agent says Gertrude Berg never met her Peppermint

announcer, Bill Hay, until a week ago in Chicago.

Burgess Meredith, slated to be Red

Davis when Beauchamp resumes in fall, is out of Broadway stage show, according to his manager.

Pauline Frederick is wrong, a mother's heart in a scene from "The Ladling," done for Ward's Family theatre.

Did the Wall Street brokers have their ears close to the loudspeakers when Joe Kennedy, Securities supervisor, made his first radio talk?

John Goss, manager of the visitors of summer at WBT, Charlotte, N. C., opined that the prevailing Manhattan temperatures are nice and cool.

Horde Carter, filling in for Alister Mike Porter as radio columnist on the N. Y. Journal.

Col. Mantle, David RCA, v.p.

and manager of the WCC.

William Aubis guest tenor with Harry Meyer's orchestra at the Chasm hotel, Asbury Park.

Francis Mack, supervisor of music in New York City's schools, is bartoning on a series of summer supper-hour programs over WCC.

Andrew Kelly recently has made some switches in the stage-door feeder used for his "Horse Sense Philosophy" over WGY. For sometime one "Danny," reported to be a fellow townsmen in Marcy, Adirondack Mt. town, play the role. When Kelly returned to WGY in spring he had a young woman as well as his old one in support. Later a voice which sounded like that of Gene O'Hare did the feeding and more recently Billy Rose, long announcer of program, appears to be filling role.

Bill Glass, whose play-by-play account of night baseball games between the Syracuse and Albany International League clubs at Hawkins Stadium on Albany-Troy Road in first broadcast telecasts of a professional baseball contest, won favorable comment, formerly supplied in the Eastern and other minor leagues. His announcement at the Stadium and also a composer on an Albany daily.

Leo W. O'Brien, political writer of the Albany Times Union substituted for James T. Healey, the paper's aircaster, on daily broadcasts over WGY, during the "Colonel's absence."

Mr. Fraiser's "Boarding House," WGY sketch scripted and acted, in one of principal roles, by Marjorie McMullen, foreclosed for summer last week, with Miss McMullen saying "I am not available." Tropicana, too, is on heavy schedule, running theater dates at Brattleboro, Vt., and Clermont, N. H., between final matinees.

Lee Cronican, ast. production mgr. at WOR, pianist for violinist Eddie Brown's series on WGY.

Goodwin and Jane Acie in New Mexico are due to appear in their wintering home town, Kansas City, heat left for month at Barabara.

Rod Arkell philosophizing along with organ music from Lew White studios over WOR Sundays at 11:00 a.m. with Estima Hall and John Brewster teamed to do sketch, "Italia," over WGY.

Steel barrel manufacturers' program rolled Chippie stage out of its auxiliary niche at WOR.

Perry Charles of WGY reports 100 telephone calls for Major Davies' article, his drawing which public is urged to express its preference for contestants... And is Plogie Flynn, WILN telephone operator, dizzy handling those messages?

Lunch Trays and White sponsored by Parke-Davis' Lincolna over WEAF.

New England

Big Freddy Miller doing a twice-weekly commercial on WEEI and New England net for Ivory Shaving Cream.

Alie O'Leary was the winner of the Boston auditions for CBS-Columbia's "Talbot" addition for Radio Valley, New Haven.

WAAB Providence, trying to get the PRC to increase their power.

Sylvan True, playing at WNEW, visitors at WJJD, where they did their best broadcating ten years ago.

Jack Shannon of the Gaspepers in Monticello looking the radio situation over.

Bob Williams, WBBM's sportscaster, a well interview with the gatekeeper par excellence, "One-Eyed" Connelly.

Bob Denham, Yankee Network

p.a. bought himself a little car and has taken his family out to his home in the midwest. First time Bob's been home in years.

WCAX, Burlington, Vt., has shifted its evening broadcast time from 6 to 8 to 7 o'clock. Station will also operate for special events on Friday nights until 10 o'clock.

Maria Metcalf is the announcer for the Perkins program over WDEV, Waterbury, Vt.

Several dance halls in southern Quebec are advertising over WQDM, Albany, Vt.

Donald Glynn, WCAX, Burlington, Vt., tenor, gets try-out as soloist with WQDM's orchestra.

WQDM, St. Albans, is now the Vermont outlet for Radio News Service of America.

"Memory Man" at WCC, Bridgeport, vacating. Replaced on commercial by Announcer Jimmie Mae.

Gladys Swarthout top radio name booked for 1934-1935 recital season of Bridgeport Musical Research club.

New Haven WICC studio stars, with "All in One" on stage of Pequot College this week. Troupe includes Adeline Mansi, Yankee Trio, Bill George, Five Rhythms and Cecily Kelly. Revue may get around to other houses in the WICC sector.

Johnny Marvin coming next week to Polka, Bridgeport.

WQDM's "Hollywood" (Merry Gorm) commercial, Bridgeport, Rese LeBoucq, Larry La Rose and Lee Weiss now making spot.

WCC news service scoop press with news that Bridgeport Herald and all-Connecticut Sunday sheet, may go daily in its home city in the fall.

Missouri

John Bohm, formerly with Baldwin Piano, has joined the KMOX sales force.

Lee Little summing in, of all places, Tulsa.

Doris Shumate, KMOX warbler, copied the winning and for the St. Louis area to the "Hollywood Hotel" contest.

Art Gilham now on the Nadirine Pace Powder show.

Illinois

Ed Vynnow dashing around the country again.

Cecil Whittlefield is the new radio man at the Kaylor agency.

Holland Eagle office shifted over the WIBB studios.

Bob Elson recovered from an attack of laryngitis.

Preston Bradley moving his Sunday broadcast from WJJD to WJJD in order to get full time.

Maryland

Nancy Turner vacaing; also Bert Turner and better half (Beth Turner), but no one seems to know where.

Carl Mopper of WFIR, Baltimore, has slipped a rock on a golf's ring finger and willamble toward an aisle in the fall.

Stewart Kennard's Chevrolet was seized. Recovered day later by his master, but machine was badly maimed.

New amateur over WFIR embraces talents of Max Bakar, am-piano, and Michael Weiner, concert violin.

Ross Russell's orch replaces Cotton Pickers crew at Forest Gardens.

With three weeks to go, WJJD at Belmont broaching the wild grasses over weekend, Joe Imbruglia was round holding down seven editorial offices over the three-day span.

North Carolina

Louis Pencock, host of WIPF, Charlotte, N. C., was married July 14 to Ursula F. Moore. A program of musical music was rendered in advance of the ceremony by Lou Everett, program director for WIPF, and Marie Davenport Harris, organist, also with WIPF.

W. A. Schmid, manager of WIPF, Charlotte, N. C., is spending two weeks in New York City and on Long Island.

Pauline Carpenter, chief engineer for WIPF, Charlotte, N. C., left July 21 for a vacation trip to Minneapolis, Chicago and Cincinnati.

Unusual coincidence at the Ford carnival, broadcasts by WIPF, Charlotte, N. C.; name of orchestra leader, John Ward, name of radio station, John Ward. John Ward finally had to name them to distinguish between them.

Fred Kiley, "The Hill Billie Captain" of WIPF, Charlotte, N. C., celebrated his 25th birthday on July 19 with a special program of (Continued on page 33)

SPONSORS MUST BE GENTS

Uncle Sam's Mass Meeting Sept. 20

Washington, July 30.

All broadcasters who are paying their contributions to their code authority have been invited to an open meeting to be held by the broadcasting code authority at Cincinnati September 30.

The program for the meeting has not yet been completed but that it will include matters of wide interest to the broadcasters is indicated by a statement in the authority's formal announcement that all those in good standing will be permitted to vote on questions on which an expression from the industry is desirable.

This date coincides with the NAB convention in Cincinnati.

NBC Engineers Arrested for Roughing Natives; Muff Stratosphere Flight

Des Moines, July 30.

After being in exile three weeks while waiting with an NBC mobile unit to cover the ascent of the stratosphere balloon at Rapid City, S. D., three members of the transmission and receiving unit got themselves into a jam and received the news of the flight in jail.

The three men are George Milne of New York City, who was being held in default of \$2,000 bonds; C. L. Rushton, engineer, who needed a \$3,000 guarantee, and R. C. Wilbur, who was arrested, but later released without bond, it being alleged that Wilbur did not take any part in the offensive, remaining with the mobile unit.

The pinch was made on complaint of four local kids, who charged that NBC's mobile unit had forced their automobile into a ditch. Four charges of assault with intent to inflict bodily injury and four charges of assault and battery. Rushton was also charged with pointing a gun and with careless driving. Both pleaded not guilty to all charges, explaining that the coupe the boys were driving was interfering with the operation of the unit while they were on route to take tests of the equipment at Camp Dodge.

Damage Suits

Saturday Milne and Rushton were served with notice of two damage suits for \$10,000 each, the papers also naming co-defendants NBC and the National Geographic Society, under whose auspices the ascent was being made. At the time notices were served, Milne and Rushton were under orders to proceed immediately to Omaha, so they were released under \$1,500 bonds each.

Whether or not the NBC trouble was responsible, KRO, the local station here, scuppered NBC on coverage of the balloon flight. Station is now operating on 1,525 kilocycles. It based a Postal Telegraph wire from Lexington, Mo., and gave detailed coverage from 1:30 in the afternoon throughout the evening. Al Prigo, KRO announcer, handled all of the break.

Sarnoff in Paris

Paris, July 31.

Following an international radio conference at the Hotel Chateau d'Ardeche in Belgium, David Sarnoff, Radio Corporation pres., is in Paris with a retinue, including Otto R. Schaefer, Robert D. O'Callaghan, H. J. Barton and Fred P. Culbert. All are staying at the Ritz, where, however, they are rarely to be found. Thomas W. Lamont, of J. P. Morgan & Co., is at the Ritz at the same time.

Clark Minor, European representative of General Electric, also attended the Belgian conference, and returned to his Paris home at the same time the Sarnoff party hit town.

Miss 1930 Rediscovered

San Francisco, July 30.

Betty Kelly, who starred in the first Camel show on NBC here in 1930, won the local CBS contest on the Dick Powell "Hollywood Hotel" show.

Will meet contestants from Baltimore, Peoria and Rockford this week.

NBC Lands Ins. Acct.

Philadelphia, July 30.

Provident Mutual Insurance will air over NBC according to present dope. Coast-to-coast program entitled "The Story Behind the Claim" is due to start in October.

Rumored CBS and the underwriters didn't get along well. Account was originally penciled in for Columbia.

Vienna (as of July 19) Had Idea to Get Radio Fans Into Theatres

Vienna, July 19.

Negotiations are under way for special encouragement to get radio subscribers to patronize theatres. The 250,000 Austrian radio subscribers under the proposal would receive option of 50% reduction for theater shows for themselves and companion, or up to four members of subscriber's family.

For audiences outside Vienna there would be special reductions to theatres which would include reduction on railway fares.

A further attraction two gratis theatre tickets would be supplied to every radio subscriber who made a minimum of ten visits to the theaters. It is hoped that with this generous scheme a minimum of 10,000 radio subscribers could be induced to patronize the hitherto-neglected theatres regularly.

Above news dispatch is dated from Austria prior to the recent outbreak of civil war. Political tension and unrest may also have affected theatre attendance.

WGN NAMES G-B-S AS PACIFIC COAST REP.

Chicago, July 30.

Chicago Tribune company broke a long-standing precedent of having no outside company represent them in sales when the Tribune station, WGN, last week appointed the firm of Greig, Blair & Spight as station representatives.

G. B. & S. company, however, will represent WGN only on the Pacific slope. WGN retains its own representative, Ed Wood, in New York.

Steel-Barrel Minded

Chicago, July 30.

Associated Manufacturers of Steel Barrels this week start a radio campaign to boost beer in welded containers.

Local outlet will be WGN. Show is a 15-minute musical disc. Will hit once weekly for 15 weeks as sponsored through the Thomas B. Reece agency.

FOOT-SAVERS' 1 MINS.

Chicago, July 30.

Foot-Savers shoes starts a one-minute radio disc announcement campaign this fall.

Deal is being made on a cooperative arrangement with the local dealers.

CAN'T INSULT OTHER BRANDS

Sen Kaney's Script Supervision Sets Up Some Broad Principles at NBC, Chicago—Keeping the Boys from Socking Each Other Main Concern

CRICKET

Chicago, July 30.

After two months of operation the local NBC script supervisor department as handled by Sen Kaney has set up some broad policies which are changing the type of copy on commercial plugs. The major result has been the elimination of all comparisons with similar products, all attacks on rival product either by direct or inferred reference.

Instead of saying, don't use a toothpaste that blackens the teeth, the copy is changed to 'our toothpaste whitens the teeth.' Commercial copy in the negative is being pushed out of the window with NBC feeling that such copy only serves to bring about a sort of guerrilla warfare among the advertisers. NBC has had such an experience in the past when the advertisers started cross-tilting and with each successive program getting more and more vitriolic in the attacks on rival products, and even started attacks on the rival programs.

Wishing to keep NBC advertisers

one happy family the script supervisors are insisting that all copy eliminate all generalities in reference to products and that the plugs remain purely and simply boasting statements for the immediate advertiser. NBC is eliminating copy which states that "all other products are inferior." Replacing is copy which states "our product is the best."

Medicines That Make People Sick Not Okay At WBT, Charlotte, N.C.

Charlotte, N. C., July 30.

WBT has inaugurated a system of checking up on patent remedies and formula products that buy the station's time. In order to be assured that products are all that the manufacturer or merchandiser claims and are harmless, samples are turned over to local physicians and chemists for individual analysis and an opinion before contracts are accepted.

In the case of a new product William A. Schudt, Jr., station manager, insists that WBT have a positive guarantee as to the product or that it be reasonably sure—a protection to the station.

If there is any question about a product the contract is not accepted.

Billy Glason with NBC

NBC has signed Billy Glason, vaude, roo-roo-oo, for a radio bid-up.

Glason has a new partner in Paul Smith, Hollywood girl, who will foll for him on the air.

WCAO Asks Tax Refund

Baltimore, July 30.

WCAO has filed a petition before the National Board of Tax Appeals in Washington for a redetermination of a 1931 income tax claim of \$16,645.

Station is charging that the Bureau of Internal Revenue wrongly disallowed a deduction sought for legal expenses from the total taxable income of \$12,695 for the year.

Do Levys Get KYW?—Philly Puzzle; If So, Means CBS and NBC Stations Under One Roof and Management

Writers Eating

Chicago, July 30.

With competition among programs for usable scripts getting more and more keen, the conditions for writers continue to improve.

Not only are prices on the rise but NBC is instituting a policy here for the "First Nighter" and "Grand Hotel" shows which will deliver payment to the writer on acceptance of the script instead of on broadcast.

Philadelphia, July 30.

Some doubt has been cast upon the probabilities of Philadelphia's most lush radio rumor of the past several weeks. That is the story that the Levy brothers of WCAU and CBS would gain operating control of KYW, the Westinghouse-NBC station due to move here in the fall from Chicago.

Oddity of the situation would consist in the housing of important stations, members of rival networks, under one roof, the WCAU building, and under one management, I. D. and Dr. Leon Levy.

While there remains a suspicious lack of clarity on the whole situation and no formal announcements have been forthcoming the evidence against Levy control seems to have multiplied in the last few days and the Levy take-over is now but widely credited than was true a fortnight ago.

WCAU building, housing seven studios, has ample space for KYW's incoming since at least two studios can be switched to the NBC station. Other alternative can give KYW an entire unoccupied floor that was being held open for possible television experimentation.

Rumor has gained considerable ground during the past week owing to the fact that no attempts have been made to build new KYW studio space. Situation is that NBC contract with Westinghouse allows them complete charge of studio erection and program operation with the proviso that this privilege may be leased to responsible parties, as is the case with the present lease-up in Chicago. KYW's transmitter, being built by Westinghouse engineers now, is scheduled to be completed by the end of September.

It is also reported that both of KYW's manager and other executives are already decided by NBC, with Donald Withycombe handling this personnel job.

Levy's Statement

Statement by Levy concerning the KYW matter explains that NBC has been dickering with WCAU for the rental of studio facilities, but that no decision has been reached in New York. In this connection it is understood that NBC has researched the possibility of routing both stations' programming through the single WCAU master control, and also the converting of a small WCAU studio into KYW's separated control room.

Aside from the fact that a WCAU tie-in would be an economical move for NBC, another explanation of the WCAU connection is that Leon Levy's partner-brother, I. D. Levy, is legal counsel for NBC's mother firm, the Radio Corporation of America.

In Philly, the local Westinghouse office pooh-poohs the possibility of Levy's control.

NBC DROPS 13 GEN'L STRIKE WALK-OUTS

San Francisco, July 30.

NBC, after the recent sympathetic strike of musicians, cut a healthy bite in its \$4,000 weekly musicians' payroll by refusing to re-hire two directors, Clyde Doerr and Charles Hart, and 11 musicians.

Cut eliminates most of the strings and woodwinds used on sunset programs and also means a break for Mickey Gillette, sax, who has been handed a baton for occasional directing along with his solo work.

Network is using three hours of records on KPO, but none on KGO. Dancers are getting special treatment, including continuity, and are replacing many string ensemble and similar periods.

Musicians claim that such a move on NBC's part shows discrimination, which is taken under the return-to-work order of the strike committee, while network counters with the statement that musicians were told when they walked out, without any two weeks' notice, that the chain would re-hire whom it pleased.

Sharp and flat men were not sheared at other stations.

ENDLESS BOSS-LABOR
GAB IRKS PORTLAND

Portland, Ore., July 30.

While the strike situation has practically crippled all business and hurt radio considerably, every station in the burg has been besieged for time by numerous organizations. Everyone of them has plenty to say regarding the strike and all are quite willing to decorate the mayhem for the privilege.

Every night the ether is stirred by the oratory of civic leaders representing all shades from fascism to communism, and the public has begun to show signs of weariness. The "antics" are heard over at least four stations at various hours each day.

WRHM Becomes WTCN

St. Paul, July 30.

Call letters of WRHM, 1,000-watt station recently purchased by the St. Paul Dispatch and Minneapolis Tribune, were changed Saturday (28) to WTCN. The letters TCN are initial letters of Twin Cities Newspapers, designating the general location of the station and its operation by its publisher owners.

No change has been made in WTCN's frequency, and it will continue its location at 1,250 kilocycles on the radio dial.

Lightning Strikes

Engineer at WPEN

Philadelphia, July 30.

Two days after WPEN put its new three-tower transmitter into operation on the newly authorized kilocycle wave, lightning struck the middle mast, sending the station off the air and severely injuring staff engineer Charlie McCracken, Wednesday (25).

Although in serious condition, McCracken held his post until help arrived at the suburban transmitter. He was rushed to the hospital and is reported slowly recovering. WPEN resumed broadcasting the following day.

WHEATENA'S BILLY AGAIN

Effective Aug. 27 through McKee & Albright, the "Billy Bachelor" script show resumes over 16 red network NBC links.

Wheatena of Railway, N. J., sponsor as before.

Radio Chatter

(Continued from page 10)

his own compositions over the station. This was the third successive year that Fred observed his birthday with a special broadcast from WBT.

Ron Jenkins, program director for WOC, Charlotte, N.C., returned from a vacation at Disney-Pla, with a dark mahogany tan, a good rest, and lots of new ideas collected from a tour of Florida stations.

Margaret Cheekie, who sings three times weekly over WBT on the "Rosewood Ivory" show sponsored by the Southern Public Utility Company, won the local Columbia contest seeking new radio talent and someone to play opposite Dick Powell in "Hollywood Hotel."

Dick K. Knights, blackface act sponsored on WBT by manufacturers of three patent remedies, set up their studio in the window of a local drug store, made several personal appearances there, and will later originate one of their programs from the store and place it on the air with WBT's remote control facilities.

Pennsylvania

Dorothy Botz, 18-year-old Morgantown, W. Va., girl, who came to Pittsburgh a few days before in search of work, walked off with first place here in Dick Powell's auditions for that CBS contract. Only professional experience was a couple of warbling sessions over a West Virginia station.

Arthur Boren booked into the Adelphi, Philly.

Warwick Sisters and Pete Windery due for a date in Long Beach.

Larry Tate, ex-WCAU warbler, now crooning at WOR as Larry Taylor.

Franklyn Lamb upped from Gimbel store advertising to WIF, Philadelphia general manager.

Georgia Dallen feuding with Jack Harris over WCAU house orchestra music played.

Tom Blanchard in town for a conference with Arthur Padula last Wednesday night.

Manny La Porte bringing his other show, "Piano Meditations," to the Anchorage, Philadelphia, next week.

Florence Hollings, runner-up in Campbell soap contest, signed by the WCAU artist bureau.

Pennac Hoof readying for Jim Savitt's opening this weekend. Unit returns to WCAU house work on Labor Day with year's contract.

Violette Wechter, of WGAL Lancaster staff, back after shore vacation.

Ruth Aulenbach, WDYL office sec, sporting important chunk of ice presented by Robert Potts of NBC technical staff, Radio City, suggesting another radio merger.

Dommel Family, WGAL Lancaster stanlyns, is winding up its fourth year on the air sustaining the old music program. Mother and daughter present a weekly program of old ballads and hymns against the soft background of the Reed organ.

Iowa

KBO has signed Ted Harper to act as mc for both the studio and staff orchestra. Former mc for Publix in Detroit, and a director of the KBO-Bethalto orchestra in Hollywood, he is under a six month contract in the Des Moines station.

Peter Brooks split the Brooks and Pierson combo at KBO, Des Moines, by going to WHAS, Louisville.

Charlie Flugler, former KBO announcer boy, comes back for the studio's directory week from a vacation in Indiana. Resumes at the station August 24.

Minnesota

Neil Beurles, formerly of WDGY and lately of KSTP, has returned to WDGY as program director. Also shares announcing duties with Ted Key, studio manager.

George Blumkin, with no previous radio experience, has been added to the WDGY announcing staff. He's a student at St. Thomas College.

Raymond Smith, WDGY engineer, is on duty with militia in Minneapolis in the present martial law enforcement. Ray's a sarge.

Brooks Hendon, originally in radio with WCCM, Minnesota, then with WRHM, and for the past two years announcing over WEBC (Illiopolis-Superior), is now emulating his Pa and Ma for KSTP fans.

KSTP's "Search for Talent" hunt has now developed into a "search for cover" for the station execs. So much talent has swamped the studio that they now have names enough for five weeks solid, plus a good-sized waiting list. Program plan for a full hour every Tuesday night.

Going into its third week tonight (31), stunt has already unearthed three likely prospects.

KSTP is putting on two 15-minute programs a week for which Twin Cities (St. Paul-Minneapolis) advertising execs are asked to select the acts. Guests are invited to attend the program in person, and their names are announced on the air, so the programs are excellent to the studio both for closer contact with the lineage boys and as a sop to the latter's vanity.

Tennessee

WMB Salutes Paducah, Bowling-Green and Mt. Isa, Ky., with popular programs which include news from these thriving Kentucky

cities. This series of good-will programs dedicated to various cities throughout the South has become one of the most popular features of WMB. The programs will include "Jingles" by Jimmie Dainger's orchestra, and old Kentucky ballad song by John Lewis, baritone, and Claude Sharpe, tenor.

Ted Grindall, long identified with station WLAC, Nashville, now with "The Pine" night club, as master of ceremonies.

The Apothecaries, WLAC's "King of Harmony" celebrate their third anniversary on the air, with an uninterrupted run of 26 weeks.

Francis Hill in new series of summertime broadcasts over WLAC, sponsored by the Tennessee Tire Company. Also includes Charles Navy and Mary Elizabeth Hicks. Heard on Friday at 8:45 p.m.

Pacific Northwest

Among those vacationing at the Oregon and Washington beaches are Paul Hultmeyer, manager of KWG and KEX, and the following staff members: Joe Bollock, Floyd Wittenend and Gene Duncan.

Art Kirkland and Margaret Allen of KOIN are setting the housewives all agog every weekend morning with their "All Shopping" program. They actually cover the waterfront and give all the latest info on bargains and where to get them.

Clarence Tolman, KOW tenor, is now the master of ceremonies at Kelly's restaurant in addition to his radio work. Under his guidance is a 16-piece rhumba band.

RADIO'S MOST BELOVED FAMILY**The Goldbergs**

Bring the HOME to the Theatre

Presenting a Sketch Especially Written by

GERTRUDE (Molly) BERG

Creator of The Goldbergs

Cast Includes Molly, Jake, Rosalie, Sammy, Mrs. Gross and Mr. Kerrigan

Settings by JOHN WENGER

TO SATISFY THE POPULAR DEMAND EVIDENCED BY CAPACITY WEEK AT THE CHICAGO THEATRE (JULY 13), THE GOLDBERGS WERE RECALLED TO CHICAGO, PLAYING THE UPTOWN THEATRE (JULY 27), FOLLOWING A SMASHING WEEK AT THE MICHIGAN THEATRE IN DETROIT (JULY 20).



Week of August 3—METROPOLITAN, BOSTON

Week of August 10—STEEL PIER, ATLANTIC CITY

Personal Management

NBC ARTISTS SERVICE



wabc

columbia
broadcasting
system . . .

monday
thursday
friday
8:00 p.m. e.d.t.
coast-to-coast

Management
TED COLLINS

Radiotron Tubes, RCA Subsid, on Air

To Use NBC Stars on Cuffo Basis with Biographical Emphasis

Philadelphia, July 30.

Radiotron tubes, RCA subsidiary, goes NBC in the early fall with a variety show along the lines of its present magazine advertising.

Sponsor plans to guest star leading radio entertainers of other commercial shows, freely plugging various other advertised products in return for the gratis services of respective artists. Program will retain a permanent interviewer for each guest, and dramatic highlights from the lives of every star. Tie-in results in the commercial aspect that the talents of these studio guests cannot be fully appreciated without Radiotron tubes in every set.

Prominent indications point to John D. Kennedy filling the interviewing job with the permanent orchestra possibly headed by Don Bestor. Tentative air time schedules the blue network on Fridays, 10 to 10:30 p.m.

Radiotron hopes to build the show into one of the other's elite series, using only the best air names in return for the publicity offered to having the stars vying for a spot on the show to be in broadcasting's "social swim." Lord and Thomas' agency will prepare and build the series.

WHITTEN SUCCEEDS FOX ON WMCA SALES

Philip F. Whitten goes from WINS to WMCA, New York, to succeed J. Leslie Fox, resigned, as sales director of the New York key station of the George Storer group.

Prior to entering radio through CBS three years ago, Whitten was in the hosiery business.

HULA GARGLING

Lateiner will go into the Hawaiian territory with a wazoo series over KGUH, Honolulu. Conquest Alliance handling the placement for National Export Advertising.

Script show called "Airmail Mystery" will be used.

JOHNNY HAMP

and His

WORLD FAMOUS ORCHESTRA

HEADLINING
PALACE THEATRE
CHICAGO
(Week July 27)

EARNED STARDOM

5 Years Congress Hotel, Chicago
5 Seasons Biltmore Hotels
6 Months Coconut Grove, Los Angeles
6 Months Mark Hopkins Hotel, San Francisco
10 Weeks K.R. Kat Klub, London

NBC and CBS Chains

SPOT B'DCASTER AFTER LATIN FILM NAMES

William H. Voeller is bound for Hollywood in behalf of Conquest Alliance, spot broadcasting brokerage firm for foreign countries. On the Coast he will make arrangements for a series of wax programs with picture names.

Voeller seeks names that will command attention in South America.

TOLEDO LAWYER TO N. Y. FOR NEW CHAIN

Toledo, O., July 30.

Hampton C. Wall, for 20 years a lawyer with a Toledo law firm, has been appointed general counsel for The American Broadcasting Co. He has moved to New York.

Besides the parent station, WMCA, New York, Storer has connections in Toledo, Windsor and Wheeling, W. Va., and is spreading.

Lucky's Screen Scripters

Hollywood, July 30.

American Tobacco company has an option expiring Aug. 1 on the proposed dramatic radio programs of the Screen Writers and Screen Actors Guilds, which would have the former guild members writing the sketches and actor members of the guild enacting the parts. Would use them on Lucky Strike hour.

As yet there's nothing definite on the broadcasts, except a lot of opposition from the Motion Picture Theatre Owners of America which this week extended to the studios.

At least two of major studios, fearing as does the MPPOA that the broadcasters would hurt their business, are reported to be readying to forbid any of their contract writers or actors from participation in the proposed series.

ENNA JETTICK BACK ON AIR

Enna Jettick show will be among the fall radio advertisements, but hasn't yet selected its program, which will commence Aug. 22. Gray advertising agency handles account for the manufacturers, Dunn & McCarthy.

Stated for 31 NBC blue outlets coast-to-coast for Wednesday evenings at 10 o'clock.

Here and There

Robert Garland, Gene Buck, Kate Smith, Mme. Rapis among those invited by CBS to act as judges in the Campbell soup talent hunt finals.

Captain Axel Wadstrom, who for some time was heard regularly over WGY, Schenectady, with talks on the army and on his travels, died in the Albany hospital at Plattsburgh, N. Y., July 26 following an operation. He was 47, was a native of Sweden, and rose from the rank of private.

Vin Linda, long-time station pianist for WFAA, Dallas, has left for Sweden on a belated honeymoon journey. She is Mrs. Jacques Jones since last October.

New York Ad Agencies

(Executives in Charge of Radio Advertising Programs)

N. W. Ayer & Son, Inc.
500 Fifth Ave., N. Y. C.
Douglas Coulter.

Batten, Barton, Durstine & Osborne, Inc.

333 Madison Ave., N. Y. C.
Arthur Pryor, Jr.
Herbert Stanford.

Benton & Bowles, Inc.

444 Madison Ave., N. Y. C.
M. M. Raffner.

Blow Go, Inc.

681 Fifth Ave., N. Y. C.
Milton Blow.

Blocker-Sampson-Hummert, Inc.

230 Park Ave., N. Y. C.
Frank Hummer.

Blackman Co.

133 E. 42d St., N. Y. C.
Carlo De Angelis.

Geffit, Warwick & Geffit, Inc.

The Park Ave., N. Y. C.
J. H. McKee.

The Paul Cornell Co.

680 Fifth Ave., N. Y. C.
L. S. Caslin.

Samuel G. Great Co.

22 W. 44th St., N. Y. C.
Arthur Anderson.

Erwin, Wassay & Co., Inc.

420 Lexington Ave., N. Y. C.
Charles Cannon.

William Esty & Co., Inc.

100 E. 42d St., N. Y. C.
William Esty.

Edward Byron.

Federal Ad. Agency

444 Madison Ave., N. Y. C.
Pfister & Ellis

331 Madison Ave.

Laemmle Holcomb.

Gardner Advertising Co.

339 W. 43d St., N. Y. C.
R. Martin.

J. Sterling Gotchell.

430 Lexington Ave., N. Y. C.
Gotham Co.

309 Park Ave., N. Y. C.
A. A. Korn

Lawrence G. Gumbinner

1801 First St., N. Y. C.
Paul Gumbinner.

Hand-Metzger, Inc.

116 Fifth Ave.

Louis A. Witten.

Joseph Katz Co.

347 Park Ave., N. Y. C.
Bennett Laram.

Lambert & Farley, Inc.

400 Madison Ave., N. Y. C.
Martin Horrell.

Lennen & Mitchell, Inc.

17 E. 45th St., N. Y. C.
Mann Hollner.

Robert W. Orr.

Lord & Thomas

147 Park Ave., N. Y. C.
Montague Hockett.

McGraw-Erlichson, Inc.

226 Madison Ave., N. Y. C.
Dorothy Harshaw.

Neill-Elliott, Inc.

40 E. 34th St., N. Y. C.
Richard Brothridge.

Paris & Pearl

376 Lexington Ave., N. Y. C.
M. J. Cogan.

Pack Ad. Agency

271 Madison Ave., N. Y. C.
Arthur Simshneider.

Pedlar & Ryan, Inc.

350 Park Ave., N. Y. C.
David F. Crosier.

Edward Longstroth.

Frank Prebrey Co.

341 Park Ave., N. Y. C.
Fulton Dent.

Rutherford & Ryan, Inc.

Chrysler Bldg., N. Y. C.

Myron P. Kirk.

F. B. Ryan, Jr.

J. Walter Thompson Co.

430 Lexington Ave., N. Y. C.
John U. Reher.

Robert Colwell.

Young & Rubicam

366 Madison Ave., N. Y. C.
Hubbell Robinson.

W. H. Stabler.

Arthur Godfrey, Washington air

gabman, made debut as night club

mc. and button-waver last Wednesday (16). Godfrey is in Club Michael for indefinite period on guarantee

and percentage.

Vin Linda, long-time station

pianist for WFAA, Dallas, has left

for Sweden on a belated honeymoon

journey. She is Mrs. Jacques Jones

since last October.

Radio Reports

(Continued from page 30)

though her voice is, it came through the loudspeaker without any strain on the listener's earlobes.

Malone, a broad-voiced Irish tenor, did a medley of Emerald Isle ballads and humorous bits—or the type McCormack has included on air programs. Billie, announcer, gave him a send-off and Malone himself finished with a little bouncy, mike man in New York spiced for his tiles.

Philipe's All-Star orchestra played the accompaniments in fine style, and his instrumentalists did well in solo innings. Group produced a rich tone, topped off by a harp effect—very noticeable, as in the case of Dick Hiniker's unit. Harpist introduced with a mention of Jack Hyman's orchestra, "Harp Man," and himself, picking the long strings skillfully, picked "One Morning in May." Other solists were: Arthur Young, pianist, offering his composition, the slow-tempo "Design for Playing"; an alphornist, a cellist and a violin duet. All proved capable, although it was not possible to hear them all. Orchestra should have had a spot; it's a good one—seemingly a cross between a symphony and a pop band.

Program had an air of informality and of intimacy not usually associated with English ventures. It should have been, particularly during a dialogue of Irene's reception on both sides of the water. Reception was remarkably clear.

LOU LUBIN

Comic Songs

15 Mins.

COMMERCIAL

WEAF, New York

Lou Lubin was heralded (1) as making his radio debut, (2) a film comedian, and (3), but incidentally, as a nephew of the late Lubin, the film exhibitor. He attributes his ancestry not a bit vagrantly; his ancestry unquestioned, but the debut part is not strictly so. For WOR last year had groomed Lubin and his stuttering style of comedy delivery, a program series which it hoped would develop the Hamberger station into a important radio company.

WOR seemed to have a better chance at it than was disclosed on the Fleischmann Yeast program under James Wallington's annualistic straightening. Probably the same thing was true of Lubin's employment, for instance, was evidenced last Thursday only more so on this program—a deficiency of material.

The halting, faltering style of comedy delivery is likewise by now no novelty. Lubin is a cross between Joe Penner and Horace Ates. His specialties are his bumbling make, in opening the show category and as such possibly adequate but not likely to induce fan mail demands for a return. Lubin (or the Thompson agency) could have done themselves much more good with script fortification in almost every instance. Still, perhaps the amators have the right idea despite what any trade paper standards or Times Square sophistication might captiously have to say to the contrary—it's one for the sticks, in the argot of the agency, as was expressed by the manager of the WOR radio when he was enlisted for the Fleischmann Yeast show. The amators at that time frankly suggested that Savo consult Joe Miller because what may be familiar to a couple of actors around here is still new to the hinterland.

For that viewpoint that's all well and good, for Lubin's professional big moment on a top-league commercial air show that's not giving his big chance the fullest opportunities for registering.

Ah!

IRENE BORDONI

Songs

15 Mins.

COMMERCIAL

WEAF, New York

Irene Bordoni, who has done local commercials before, is back on the L. J. Fox program, which permeates over WEAF (local) at 7:45 p. m. Wednesday.

That means that the second 15 minutes of the Philadelphia symphony is ascribed by NBC's red outlet to accommodate the Manhattan sponsor.

Very little of Miss Bordoni on the

first broadcast. Mostly the young orchestra, which is good, and amping for a fashion show that I. J. Fox was throwing the next day, with Bordoni, Lucille Gear and Frances Williams to top the mainline. General entertainment is the way we stressed by Hugo Conrad, the announcer; Miss Bordoni personally, and another note. With that build-up plus advertisements in the New York dailies, I. J. Fox must have been up the next day.

Not a bad idea to have the French songstress a bit of gabbing. This does it well, however, in the atmosphere of intimacy and informality, as for her singing, that remains unique and distinctive. She's a good toy.

COVERED WAGON DAYS

Drama

Half Hour

COMMERCIAL

KGW, Portland, Ore.

Marily in 1931 the Gevirtz Pictures Co. decided to go on the air. Robert L. Reid of KGW prepared a half-hour dramatic script of "Covered Wagon Days." It was auditioned and accepted. On Wednesday, July 18, the 1634 script went on the air.

This program, according to Robert G. Brast, president of the Gevirtz company, is outstanding as a successful means of radio advertising. He attributes the continued success of the firm to the program, and cited these figures as part of the proof. Since the drama went on the air, the out-of-town business has increased from only 8 per cent of the entire volume to more than 20 per cent, with a corresponding total increase in business.

A few weeks before starting "Covered Wagon Days" the company went on the air with a "Home Beautiful" program, and asked the listeners what kind of a program they wanted. The majority of those favored a historical drama. Such has been "Covered Wagon Days"—an epic of Oregon pioneering.

Briefly, "Covered Wagon Days" is the story of the conquest of the uncharted west by the settlers which beset a little caravan of strong-hearted pioneers who left home and friends behind them to open up a new empire. The caravan made its weary way over plains and hills, following a trail that led them to the heart of that great wilderness—the Oregon country. The 163 episodes have chronicled the pioneers' troubles, hardships, heartaches and joys.

Now one of the ten oldest radio dramas on the air, "Covered Wagon Days" will continue indefinitely. Two years ago the series was born to one of the families in the city. To find a suitable name, the listeners were solicited. More than 1,500 replies were submitted. More recently the settlement started up a weekly newspaper and sought a name. To this request more than 1,100 replies were mailed in to KGW.

Considerable credit must go to the writer, Robert L. Reid, who is now a producer with NBC in San Francisco, but still writes the scripts. While Reid was with KGW he also directed the program, and the direction is done by Charles Gerard, who also takes a leading role, and the production is supervised by Archie Crosby, KGW program manager.

RICHARD STEEL

News Flashers

10 Mins. Daily

Sustaining

KXL, Portland, Ore.

KXL has started a newspaper of the air which is attracting a great deal of local and considerable outside attention. The station feels that it has made a discovery of a new broadcasting personality in Richard Steel.

Steel has a background of wide commercial, political, and newspaper experience—he's written extensively for magazines. His entry into radio was quite accidental. A few years ago while advising in a public relations campaign he criticizes a radio broadcast. He was invited to try and see if he could improve it. As a result it was discovered that he had a fine broadcasting voice and the facility for making abstract ideas interesting.

ADELAIDE HALL

HEADLINED LOEW'S STATE LAST WEEK AND HEADLINED THIS WEEK (JULY 27) ACADEMY, NEW YORK

BROADCASTING EVERY THURSDAY AND SUNDAY NIGHTS FROM 11:30 TO 12:30 OVER NBC NETWORKS DIRECT FROM THE COTTON CLUB, NEW YORK

ALSO MAKING SHORTS FOR WARNER BROS.

Personal Management EDGAR ALLEN, 1610 Broadway, Room 910.

HEADLINERS ALL!

"The most amazing personality in the world of music!"
Mrs. Marlene of New-Jersey



CAB CALLOWAY

and His COTTON CLUB ORCHESTRA
Again setting box-office marks—all-time record in Akron last week—new high grosses in Chicago and Cleveland—Century in Baltimore next week!

For MOTION PICTURES



Duke ELLINGTON

and His FAMOUS ORCHESTRA
"Creator of a new vogue in American dance music!"

Now making ballroom history in the south and middle west with his sensational rhythms—on screens everywhere "Murder at the Vanities"—toured in Mae West's show

For RECORDS



MILLS BLUE RHYTHM BAND

Conducted by LUCKY MILLINDER
Featuring EDGAR HAYES

Featured week beginning August 3rd on stage CAPITOL THEATRE, NEW YORK
Nightly at the famous COTTON CLUB in Harlem
Twice weekly on the NBC network!

For THEATRES



Ina Ray HUTTON and her MELODEARS

Featuring the TRAEZEE SISTERS
"The greatest all-girl dance band in America!"
Variety "An off-new female ensemble that spills potential box-office forward and backward—in other words—should soon be in demand by itself and almost a sure-fire mump-up to any spot and before any audience!"

For HOTELS



JOE VENUTI and HIS ORCHESTRA

"Virtuoso of the blazing violin!"
His fiddle stirs your emotions—playing Pagliacci or Tiger Rag with equal ingenuity—now on tour with his all-star band of music masters!

For CAFES



Irving Mills President
MILLS
ARTISTS INC.

799 SEVENTH AVE.
NEW YORK CITY
Circle 7-7162
Cable JAZZ

For HOTELS

For CAFES

COMMERCIALS

WEEK OF JULY 30

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name.

All time is p.m. unless otherwise noted. Where one advertisement has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); Sa (Saturday).

A. C. SPARK PLUG

"NATIONAL WEAR"

Tommy Dorsey
Ray Eberle
Eddie Quillan
Dick Campbell
"Comedian" G.

"B-B-WEF"

Harry Hockley
Robert Simmons
"Paris & Port"

ARMED

"A-W-EF"

Pitt Hall
Ed McLaughlin
Mabel Albertson
Gage Delaney
Doris Day
"G. W. Ayer"

B. T. BRADIFF

"LITTLE BOY"

Mayo Smith
Wm. Whiting
"Pork"

C. L. BROWN

Elton C. Hill
"Great American"
HARRY BLACK

(Blue Jay)

Cora Flattens

"K-L-E-WF"

Dale South

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RADIO SHOWMANSHIP

(Merchandising and Program Tins)

Outstanding Stunts:

STRIKE REPORTING
KETP, ST. PAUL**FUTURE FARMERS**
WGA, LANCASTER, PA.**KETP'S War Truck**

streets unhampered, in the first instance of martial law ever declared in Minnesota's 16 years of statehood.

Earlier in the strike, KETP had tried to get permission from Minnesota's police commission that it erects, but no such was denied, so the truck parked itself in a large garage and did its broadcasting from there, reporters running about the jeep and to the truck with frequent bulletins on the current turmoil.

KETP's wheeled unit now goes about carte blanche, with reporters doing their stuff reporting on the changes taking place at the city building to assume a graveyard effect.

Immediate effect of the Aron fast show has been that St. Paul show business has profited by Minnesota's ill wind, and local theaters, too, are zooming to new high grosses. Radio stations aren't risking any trouble or expense in advertising their own local establishments. They prefer to cross the river and make whoopee in peace and security.

Public Pickle Themes

Lancaster, Pa.—A farm boy's glib to argue and present radio programs including everything from chicken culling demonstrations to rice clothe irresponsible for much rural dial twisting in Station WCAL's territory.

Always on the lookout for programs of positive appeal to the rich agricultural section, execs embarked on an idea of having county's seven chapters of Future Farmers of America etherize their own ideas on what constitutes good entertainment for farm families.

The Club liked the idea and organized 100 members. Station finds their farm and home material more timely, and more adaptable to the local field than average run of prepared material and hence of greater audience appeal. Entertainment also has strong attention drawing power.

Club resists in offering weekly programs with each giving one regular meeting to preparations. Studio audience likes the period because boys bring their own props, and they may be anything from a bale of sample tobacco to be judged to a case of live chickens in need of selling.

Club supervisors help Future Farmers prepare their programs and station staff offers suggestions, even to the proper care of a flock of hens in a radio studio.

They Got Killed

New York.

Stuntman Fred Coli at WMCA seems to have had a busy week adhering to WMCA's policy of constant novelties and unusual programs on topical themes.

First there was Dillinger. He got killed. Then there was Dillinger. He got killed again. And the public wanted to know. To meet this hunger there was offered in the Dillinger case a broadcast picked up by WMCA's ally, WOL, Washington, of an address by William Stanley, acting Attorney-General of the U. S. A., which concluded at the end of public hearing No. 1. Then came the re-broadcast following Dillinger's last-theatre party. And it was very much table talk of the moment.

Nazis Vietnamese prank presented direct opportunities but a rush order brought Mirko P. Dominis, a speaker of the Foreign Affairs Club, whom, who gave the public some expert lowdown. Some hours later WMCA added the comment of George H. Earle, ex-minister to Austria, who knew Dolfus personally. All of which comes under "public service and convenience" and station showmanship.

If Illegal, Don't Listen!

New York.

Hearns lends his commercial Harry Hirschfeld program a journalistic advertising note with a preceding announcement that "this program is not intended to be that kind of talk which is prohibited by law." It's as silly a gesture as the newspaper and periodical ads which italicize the same warning—as if one would expect a reader (or, as in this case, a listener) to throw the periodical away or stuff his ears to fear of being mugged by the ballyhoo of harlequin.

Anyway, so far as Hearns' 14th street (N. Y.) department store is concerned, utilizing the radio facilities of another great store, the Lamberger's (Newark) station, WOR, it somehow lends the topic a sort of weight and importance of appeal. It's like pointing over the fence and the introductory caution against a certain type of audience probably has a congenital interest for many, even in states where bliker ads are elsewhere.

Traffic Safety Stunt

New York.

In place of the usual safety campaign which has lost most of its intended punch due to repetition talks in schools, churches and public meetings, local safety department is employing radio as its new

Chicago Ad Agencies

Radio Production Executives

Aubrey, Moore & Wallace, Inc.

610 North Michigan Ave.

J. H. North.

F. G. Hobart.

N. W. Ayer

164 W. Jackson Blvd.

Naess McGuire.

Batten, Barton, Durstine & Osborn

221 N. LaSalle St.

George May.

Blackett-Sampson-Hummert

221 N. LaSalle St.

Edward Ahrens.

N. H. Petersen.

Doremus & Company

265 E. LaSalle St.

H. Ray Henderson.

Erwin, Wassy & Co.

230 N. Michigan Ave.

William Wendell.

Fredericks & Mitchell, Inc.

366 N. Michigan Ave.

Karl Fredericks.

Charles Daniel Frey

323 N. Michigan Ave.

Larry Triggs.

Gundlach Advertising Co.

466 N. Michigan Ave.

Irving Rosenberg.

Mays McFarland

323 N. Michigan Ave.

Boys McFarland.

Henry Hurst & McDonald

520 N. Michigan Ave.

N. LaSalle Pumpkins.

Kastor

366 N. Michigan Ave.

Road Wright.

Kirland-Engel

640 N. Michigan Ave.

R. M. Kirland.

Lord & Thomas

910 N. Michigan Ave.

Lewis Goodkind.

Madison, Fagarty, Jordan

307 N. Michigan Ave.

M. L. Weller.

McLean-Erickson

910 E. Michigan Ave.

Raymond Atwood.

McJunkin

238 N. LaSalle St.

Gordon Best.

Masbaum, Louis & Sterby

300 N. Michigan Ave.

Helen Wing.

Rinckow-Ellis-Youngman-Finn

320 N. Michigan Ave.

Russ Williams.

Roche, Williams & Cummings,

Inc.

Strauss Bldg.

William Roche.

Rogers & Smith

20 N. Wacker Drive

Everett Opie.

Rothrauff & Ryan

300 N. Michigan Ave.

Nate Caldwell.

Stanforth

8 E. Michigan Ave.

Raigh Cole.

J. Walter Thompson

410 N. Michigan Ave.

Dick Marvin.

George Albin.

U. S. Advertising

613 N. Michigan Ave.

George Englehart.

Wads Adv. Agency

300 W. Washington St.

Walter Wade.

Losses of \$200-\$1,700 a Night in Chip Gambling K.O.'s L. A. Beach Spots

Los Angeles, July 30.

Amusement centers in beach area are having toughest shedding in years. Nor is depression wholly responsible. It's just a case of too many new-fangled action games.

What the locals call "chip games" has begged play and thinned wallets. It's an offshoot of that other scourge of showmen, tango, with some bunch getting dined to death.

As if that wasn't enough, along comes another set of get-rich-quicker-with-a roulette layout. Between the two they're accounted for more than 75% of the coin spent in the two pier towns of Venice and Ocean Park. A few stray diners found their way to Santa Monica.

Through no fault of its own, Ocean Park has become little more than a ghost town. More than half the games are boarded up and the others operating at a loss.

At Ocean Park the Santa Monica city fathers put the screws on tango and other heavily patronized games of chance. That wouldn't have been so bad if the same thing applied to Venice, which lays up against Ocean Park. But Venice is part of Los Angeles, and the police commission suffers no qualms in passing out licenses, so the pay-and-play boys may get at least a center for their keepups.

Woss Set to Rhythms

The promoters erected palatial buildings and went overboard on smart appointments, with attendants neatly uniformed and cushioned chairs for comfort. That cushioning looked like the payoff to the other concessionaires and they started slinging paint. Largely this began picking up and the crowds thickened. But they would have none of Ocean Park. Nor did they give anything in Venice a tumble outside of the action games.

The means of the Ocean Parkers could be heard for miles. Crudely painted signs calling attention to the raw deal screamed from every dead joint. One of the prettily inclined citizens of the midway motored his plaint in this wise: Ocean Park was the gem of the ocean.

Where millions came to play, along came a few longhairs and chased them all away. Not to be outdone, another gent

A Parade That Continues

FREDDIE MARTIN
and His Orchestra
currently featured at the
Riviera Room in New York and broadcasting via
KRIC.
He's hit because he plays
his hits. For example:
"ALL I DO IS DREAM OF
YOU";
"SLEEPY HEAD";
"DINE IN A LIVELY";
"THANK YOU FOR A LOVELY
TIME";
"DOOM IS DESIRE";
"I SWAN".

ROBBINS
MUSIC CORPORATION
195 SEVENTH AVENUE
NEW YORK

HOPE MINOR and EDWARD ROOT
CASINO
MONTE CARLO

RECENT ENGAGEMENTS

• • •

CENTRAL PARK CASINO

•

WALDORF-ASTORIA

•

CASINO NACIONAL
(Havana)

•

CHEZ PARÉE
(Chicago)

who had been wronged, poured out his spleen thusly:

Life is a mystery, death is a doubt,
Some people are dead while walking
about.

Does this apply to Ocean Park?

Booze Blow From Caps

A gent with you for statistics figured that O.P. had been rocked for \$201,400 since the longhairs chased them all over to the Venice side of the pavement.

The doggerel dirge must have touched the hearts of the police commission for two weeks ago all licenses were temporarily suspended. That is, for action spots. Next week the operators must appear to show cause why they shouldn't be closed for good. It's an oddon bet they never reopen.

Now the O.P. citizens are not so sure they wanted it that way at all. There's no question that the games brought a heavy percentage of the shifting populace to the beach. The chip and roulette dodges were packed day and night and the overflow shifted along the midway dropping a dime here and there. Now, what have the resorts to offer for that long gas drag from L.A.? Nothing, save the same old run of dog-eared attractions.

Women Among Patrons

The chip game, politely called circle bridge, differs from the old tango setup in that the play is with cards instead of numbers. The operators claim it requires science to tip over the dough bag. That's just the dodge to keep going. Roulette has a different twist, a flavor spinning around a wheel painted on the wall. "Science" there too, perhaps, but they just figured to coast along under the same subterfuge which sheltered the chip monks.

Women who gave off the appearance of being on events with the grocer flipped hardest for the gim-cracks. Kids were parked on the beach or in the pix house until the bankroll faded. The Hollywood picture crowd also took in the games big and some of them saw the ocean for the first time.

It commenced to look like the boys were in for a sweet cleanup when up popped a tourist from the sun belt to let out a yelp that he dropped \$1,700 in one night. That bird must have done a swell job of sitting at a dime a throw. The papers went after the yarn and found several others who squandered anywhere from \$200 to \$1,000 an evening.

Then came the gendarmes and now it's the same old Venice and Ocean Park.

MUSIC BOX FOLDS

San Francisco, July 30.

Lloyd Campbell failed to reopen his Music Box after the general strike subsided, and O'Farrell street night spot is dark after three months of trying it.

It's the second spot to go within a fortnight, the Tivoli having shuttered just previously.

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plays are figured on a Sunday-through-Friday week, regular.

Only the radio stations are listed as indicative of the general play popularity.

Data obtained from Radio Log compiled by Acoustic Recording Services.

WEAF WABC WABC

Title With Eyes Wide Open..... 22

For All We Know..... 22

Love in Bloom..... 22

Stompyhead..... 22

I Never Had a Chance..... 22

All I Do Is Dream..... 22

With I Wish Twins..... 22

Very Thought of You..... 22

Monologues..... 22

Spellbound..... 22

Hate on Side of Head..... 22

Prize Waiter..... 22

Take Lesson from Lark..... 22

Call You Mine..... 22

Thank for Lovely Eve..... 22

Dances..... 22

Born to Be Kissed..... 22

I'm Counting on You..... 22

Once in Lifetime..... 22

Dust on Moon..... 22

Pardon Southern Accent..... 22

Had My Moments..... 22

Moon of Desire..... 22

Say It..... 22

Then I'll Be Tired..... 22

Get a Warm Spot..... 22

Only Have Eyes for U..... 22

The Brass..... 22

I'll Close My Eyes..... 22

Little Orphan Annie..... 22

Romanians' N. Y. Rep

Monte Jean has been named New York representative of the Romanian Society of Dramatic Authors and Composers, starting immediately.

Miss Jean works out of the International Literary Bureau of New York.

Zelli, Zito at Brock

New management of the Brook Stratoga roadhouse, has Joe Zelli installed as maître d'hôtel and general greeter, with Zito, the caricaturist from Zelli's of Paris, also with him.

Bob Grant and Nilo Mendez orchestras are not at the Brock.

Monte Zelli is in N. Y. continuing running with a new show, Lois Ravel, George Clifford and Nadine Wayne, booked by Jack Bertell.

ROBBINE HAS GATTOUR TUNES

Hollywood, July 30.

Four tunes from Eddie Cantor's "Kid Millions" will be published by Robbins Music Corp.

Songs are "Whom My Ship Comes In," "Ohay Toots" and "An Earful of Music," all by Kahn and Donaldson, and "Your Head on My Shoulder," by Adamson and Lane.

TOBIAS WRITING TWO

Hollywood, July 30.

Harry Tobias is writing two songs for the Blanche Barnes feature, "What Ladies Dream," at Universal.

Tunes are "Good to You" and "Police Song." Picture goes back to the old monicker after having sported the title, "Escapade," for a week.

PHIL HARRIS' PRIVATE SHOWS

Baltimore.

Phil Harris and Leah, in town last week for a vaude date, slipped out to a department store and put on their regular informal show in the store's auditorium for Coton and Odowood.

Attendance at the affair was im-

Inside Stuff—Music

The "clean film" campaign has been upsetting tin pan alley to end. Title pages that were drawn and editions printed for numbers carrying one title of a film must be scrapped if the cinematic troupe is to be capitalized in view of the switched picture titles and deferred releases.

Photograph companies, even on the alert for record releases of songs simultaneous with films, have round-robin dealers nationally with advance recording of songs from films which, for some reason, can't be marketed just yet. That's stocked up dealers and has also created necessity for recalling orders as the disk labels also must be switched where the selections are captioned as from this or that film.

The Blue West picture, with a number of songs in it and in anticipation of heavy demand, was plenty recorded. Disk were made two and three ways, i.e., dance, vocal and other arrangements in expectation of public interest. Since then "Ain't Nothin'" title has been switched on the disk labels to "Hearts of the Nineties" and the recorders aren't sure that one will stick.

Two biggest vocal sellers in England now are Bing Crosby and Arthur Tracy (Street Singer). Dance bands don't mean much abroad any more, especially with England having some nifty dance combos of its own these days, so much so that the Americans are paradoxically trying to absorb the English technique in some respects.

Furthermore, the "Ivy British" and highly patriotic patronage of band industry is an element which counts against the American recording artist.

Radio Showmanship

(Continued from page 37)

dinner pail and walked several miles to the mine in which he was employed only to discover that it wasn't working that day. But today WAREL removes the uncertainty. Twice daily, at 12:30 and 5:30, it broadcasts complete sets of the starting schedules of all miners in the Hazelton territory.

Coal companies appreciate service almost as much as the miners, for it takes much of the strain off of their telephones and saves them many annoying situations.

Twice daily schedules plus other mining information is broadcast throughout the day keeps Hazelton's radios dialed to the local station throughout much of the day and proves a powerful factor in keeping the radio audience WAREL-minded.

Old Songs by Request

Washington, D. C.

There are 60,000 reasons why station WDEL is convinced "Old Songs" is one of its most popular programs. That number of replies has been received by the program during the three years it has been on the air.

Show is sustaining and runs for a half hour every Friday evening. Two old songs played and audience is invited to sing. Lots of correct titles. Bulk of answers come from women.

Once a month audience is asked to submit lists of old songs it would like to have revived. Actual interest gets a double check on this matter.

Tarzan the Ubiquitous

Lincoln.

Capitalizing on the kid interest in that Burroughs he-man Tarzan, a pretty neat three-way item was worked out between the local radio stations, KFAB and KPOJ, which carry the Tarzan sketches on the air, a baking company which has Tarzan bread and the Stuart Unit which produces Tarzan, the "Ice Man" for a special showing to everyone under 15 who showed up with five broad wrappers.

Radio stations have plugs on the show before and after the Tarzan sketch and the Stuart advertised it both on the screen and in the papers. Theaters went to the baking company for \$200 and advertising amounted to \$100 more but the bake shop paid about 12,000 hours of bread on the strength of the show.

Phil Harris' Private Shows

Baltimore.

Phil Harris and Leah, in town last week for a vaude date, slipped out to a department store and put on their regular informal show in the store's auditorium for Coton and Odowood.

Attendance at the affair was im-

ited to invitees, chief among whom were beauticians and drug store dentists who handled the products.

No advertising was needed except the fact which product was the other due o.k. with the theater at which they were appearing.

EEB Promotes Free Rent

Washington.

Local CIB office has promoted suite of seven rooms at Mayflower hotel for regional winners of Hollywood hotel contest during semi-finalists stayed here for August 7-8. Guests will come from Indianapolis, Winston-Salem, Richmond, Baltimore, Atlantic City and Roanoke.

Helen Agit, who took local votes, also won contest last year for women announcer for WJSV commercial.

Impressive Billing

Newark.

Stations with strong ensembles that seek distinctive title for an intermission or program can borrow from WOR, Newark.

A quarter hour of cello-violin music carries the impressive title of "Antoniette," which is digging back in musical nomenclature.

RECENT ENGAGEMENTS

"ADIOS BROADWAY"

ANNOUNCING

THE SOUTH AMERICAN TOUR

of

MAURICE AND CORDOBA

INTERNATIONAL DANCE TEAM PAR EXCELLENCE

MAURICE and CORDOBA will return to New York in the Fall. They'll have the successor to the "Carrioca"—direct from Rio! And the smartest tangos from the Argentine!

Exclusive Direction
HERMAN BERNIE

1619 Broadway, New York City

"ADIOS BROADWAY"

OPENING

August 18

COPACABANA
CASINO

Palace Hotel
Rio de Janeiro

With Their
Own Orchestra

Under the Direction
of

CLAY BRYSON

"ADIOS BROADWAY"

"ADIOS BROADWAY"

ASCAP'S INTERNAL BATTLE

Merging Col. and Brunswick Disk Cos.; Decca Starts in Two Weeks

Process of physically merging operations of Brunswick and Columbia, although maintaining both brands distinct and apart from each other, is under way. Brunswick's acquisition of the assets and liabilities of Columbia Phonograph Co., Inc., from Grigsby-Grunow, in receivership, will ultimately move Col uptown into 1776 Broadway, the building owned by Setsky Corp., which is Herb Yates' name spelled backwards. Yates, Ben Goetz, et al. of Consolidated Film Industries, own Brunswick, which, as the subsidiary American Record Corp., is administered by Max Siegel, president.

Brunswick, as a first step in its Col acquisition, will endeavor to rid Col of its present lease at 65 Fifth Avenue, M. T., which has another year to run. Col records will be moved uptown to the 1776 Broadway location ultimately. meantime, Harry Gray, recording manager of Brunswick, is temporarily functioning in a similar capacity over Col. Latter company's previous recording and artists' manager, Ben Levin, has been working at Col on a fee basis, turning out some disks, but otherwise out of the company and concentrating on his radio commercials, where Levin has revived his active orchestra work.

Serap Bridgeport Plant

Already Brunswick is scrapping the Bridgeport (Conn.) pressing plant, long turning out the Columbia disks, and all pressing will be done at Brunswick's Scranton, Pa., plant. Brunswick will avail itself of Col's perfected disk recording process.

Brunswick also states that despite what secret plane certain present Brunswick recording artists may have, as regards shifting over to Jack Kapp's new Decca company, for the present Crosby, Lombardo, Cass, Lanza, et al., among those other recording artists mentioned, are continuing on the Brunswick label. Nobody at Brunswick has been appointed to succeed Kapp as general and sales manager, and his duties may be absorbed.

Kapp's Decca, branch of the British disk firm of that name, may not start functioning until another fortnight or so, although his organization is all set. Justin Eing has officially bowed out of Brunswick as recording supervisor and joined Kapp. Decca also took on Steve Stevens as general sales manager out of the Col organization.

Paradoxically, Brunswick and Decca (or London) have an international hookup. Decca releases more Brunswick stuff abroad than Brunswick gets in America from the Decca catalog. Brunswick, from which are pressed the sub-frankly anticipates Decca will play down its international interchange, and/or swapping "mother" records to one print.

SKY CLUB OPENS

The Band Agencies Quarrel Over Commissions

Pittsburgh, July 30.

Pittsburgh's latest night spot, Sky Club, with an outdoor pavilion which can accommodate 3,000, got under way Friday (27) under personal management of Ted Blacker. It's located at Bettis Airport, 10 miles from heart of downtown, and initial band attraction is Don Bligelow.

Bligelow brought in at last minute when trouble developed between MCA and OCA over Ted Blacker's orchestra, originally planned in. Booked by MCA, Black was figured all set when OCA stepped in and claimed he had to be booked through them. MCA immediately dropped Black and in Bligelow.

MUSIC ON LOAN

Beth Library Building Catalogue of Past and Present Songs

Baltimore, July 30.

Baltimore's Public Library is building up a catalogue of sheet music, which will be available at central branch only, both for borrowing and for desk scrutiny.

Decision is due to come when two estates recently willed collections to the library, which will keep on file but one copy of any song. At present boasts about 1,300 numbers, extending from Civil War period to present day pop works. Library directors plan to make but few buys from time to time, governed by demand; instead hopes to interest individuals in donating their jazz music sheets when they tire of 'em. Library is present on a restricted buying budget.

On the face of it this library lending thing seems to be another angle capable of killing sale, but pop songwriters may find some spiritual consolation from fact the library includes their works in the Fine Arts Dept.

MUPA's Protest of Trust Immunity in Code Hits ASCAP

Baltimore, July 30.

Dissolution from the Music Users Protective Association, group which claims membership of 1,800 from among operators of theaters, bars, and taverns, most of whom are spotted in and around Baltimore, bailed over to Washington last Thursday (26) to attend the codification of music hearing. The local group was represented to protest the signing of any code that retained that section of the NRA which offers immunity from antitrust laws.

Reason was that the Music Users have been warring against ASCAP and have been petitioning for some months back Federal Trade Commission investigation of ASCAP practices, charging that the Society is a monopoly. A Department of Justice rep sat in at the code hearing at the request of Music Users.

Music Users was formed last February in Baltimore to combat ASCAP's federally empowered permit to collect fees for the playing of copyrighted pop tunes. The Users' prime plaint was, and is, that ASCAP sought, and seeks, to tax burlesques and like places that although they do not regale patrons with tunes supplied by musicians with promises, using radios.

Accordingly they urge that the contract be recalled and the objectionable features eliminated.

At the same time the following publishers formally expressed themselves as disapproving the divisibility of copyright, which would vest a 50% ownership of the actual copyrights of the songs to their authors: Chappell-Harms, Mills, John Church, Harms, Inc., the T. B. Harms Co., Feltz, Fischer, Marks, Theodore Presser, Remick, Oliver Ditson, Witmark and Berlin's constitute the group who signed the round-robin objection to the 50-50 idea.

As regards the Dreyfus-Bornstein-Fischer-Morris broadsides against the new form of contract, intra-trade dope is that three of them four are affiliated with picture companies, and hence might be influenced by their Hollywood associates. This is predicated on the lack of credit being accorded to song performances in films. This has always been a moot subject.

Dreyfus of Harms, like Morris of the Remick-Witmark firms, is a Warner Bros. ally. Bornstein has Columbia Pictures and U.A. affiliations. Fischer is unattached, but known to be usually sympathetic with Bornstein.

Pitmen Form Symphony

Minneapolis, July 30.

Theatre musicians here, laid off because there are no stage shows or pit orchestras, have devised a way to obtain some employment for themselves. Under the direction of Al Rudd, for many years conductor of the orchestra at the Orpheum, they have organized a symphony orchestra to play in the public parks.

Funds to defray expenses and recompense them are obtained through the solicitation of subscriptions from local business men who, thus far, have responded generously.

PUBS BELIE BUCK 10-YR. PACT OKAY

W. H. PROXY Refuses, Minority Group Sends Own Letter to Members Denying Assertion of Complete Concurrence on New Membership Contract

ASK BY-LAW CHANGE

The American Society of Composers, Authors and Publishers is currently involved in considerable internal dissension as it makes a drive among its membership for new 10-year contracts running from Jan. 1, 1946, to 1946.

It all started with a letter Gene Buck as president of the society had sent out July 6 last, stating that the board of directors had approved the enclosed agreement for 10 years' renewal and urging all other members to sign and return.

To this a minority group of the board of directors—Hug Dreyfus (Harms), Saul H. Bornstein (Berlin's), Walter F. Fischer (Fischer) and Edwin H. (Buddy) Morris of the Warner group of publishers (Witmark, Remick)—disagreed. First they made demands on Buck to send out another letter on ASCAP stationery, as with the first letter, advising that not all had concurred. When Buck demurred, this minority group of the board sent out its own formal letter to members advising they do not approve the new pact because of a number of differences and disputes which the allegedly now secure bylaws of 1934 had created in recent years.

ASL Changes

Dreyfus, Bornstein, Fischer and Morris stressed in their letter that the self-perpetuating board, as originally provided for under the 1934 bylaws, was in disfavor; (2) that the system for the distribution of monies which ASCAP collected for performing rights likewise had created considerable disputes and not a little litigation; and that (3), while it is imperative that the society must be preserved, it becomes necessary that the bylaws be revised so that ASCAP may best function under present conditions.

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NRA Wages, Hours Gladly Accepted If Trade Practice Clauses Okayed, John G. Paine Tells Code Hearing

ASCAP's Tax Tilt

The motion picture exhibitors' opposition to the American Society of Composers, Authors and Publishers' demands for an increase per seat tax levy from picture houses is detailed in the fifth section of this issue, page 7.

ASCAP meets to tilt the present 10¢ per seat per year tax to the maximum admission scale of the house per seat in the big key city districts. All exhibitors are uniting to contest this tax rise.

Washington, July 30.

Seeking a ban on song-plugging and a limitation on sampling and the elimination of the song sheet sold on the streets, representatives of the music publishers last week went before the National Recovery Administration to discuss their code of fair competition.

Preliminary consideration of the subject disclosed a rift in the ranks of the publishers, with the standard houses asking a separate code from that applicable to the popular trade. The objections of the former were based on the fact that 12 of the 16 trade practice rules are designed to stop commercial bribery in the form of paying orchestra leaders, actors and radio artists to exploit songs.

Severance of the present relations between publishers and orchestras was opposed by Harry Katz of the Music Users' Protective Association of America, who contended it would unfairly cut into the ability of a musician to earn a living.

So eager is the popular branch of the industry for a code that John G. Paine told the administration it could write its own and were provisions if it would only grant the fair trade clauses sought. Submitting the code for the Music Publishers' Protective Association, of which he is chairman of the board, he declared the industry is in a serious position, citing as evidence of the declining volume of business the \$2,500,000-copy sale of a former hit, "Dardanelia," as compared with the 600,000 copies of a recent one, "Last Round-Up."

Attache by Emmanuel J. Rosenberg, representing the Society of European Stage Authors, on the definition of the industry and a bitter arraignment of ASCAP by Oswald F. Schuetze protesting the inclusion of licensing organizations under the code were made.

Proposals to include arrangers under the code were objected to by Benjamin Star of the Arrangers' Guild of America, who declared that it was desired to protect the public from fake publishers.

Noble's Method Has U. S. Co.'s Dizzy Imitating

Ray Noble's recordings on His Master's Voice (the British Victor company) has the Americans phonograph records go-sp. They're all trying to simulate the Noble style, especially since American recorders visiting London have learned how Noble does it.

It's all a trick due to an over-size recording studio. It's as mammoth as a sound stage in a picture studio, and not the American version of a small room with a traveling mike on a beam, which picks up the sound. Being a large studio, Noble places his men far back and, by the time the musical sounds are picked up and recorded, they have been refined somehow and all the burr and rasp taken off them so that all of Noble's recordings have an unusually fine and clean-cut note to them.

As a result, the N. Y. studios of Victor, Brunswick, Columbia, etc., are a musical comedy in themselves. The biggest recording studio being too small, the recording managers have the musicians spotted over-flowing into the halls, inside the men's rooms, and all over the premises, all trying to pick up this long-distance, refined sound.

Brunswick will try the idea out to the ultimate by doing some recording at its affiliated Biograph studio (film), and see if the larger recording amphitheater can't achieve the same unusual results which Noble's recordings have done to command international attention.

Brunswick's Friaco Recording

San Francisco, July 25.

Joe Perry is up from Hollywood on a talent scouting expedition for Brunswick records.

While here he expects to cut discs at the MacGregor-Mollie lab of Charlie Marshall, NBC HillBilly, and Del Courtney's band of Oakland, both of whom took tests a fortnight ago and clicked.

Red Sievers and his orchestra back at Peony Park, Omaha, for second engagement of the summer. Replaces Joe Russel after a short term in which Russel replaced Sievers.

Agreement that expires Dec. 31 next will be predicted, he of no avail so far as Hollywood song writers are concerned.

Every writer in the Hollywood area will participate in a meeting to be held here tonight (Monday). With L. Wolf Gilbert presiding, with indications being that the new long-term agreement will receive favorable action at that time.

Harms Publishes 3

Hollywood, July 30.

Harms Music Co. plans publishing three tunes in Monogram's "King Kelly" of the U. S. A. Songs, authored by Bernie Grossman, lyrics, and Joe Sanders, music, are "Believe Me," "There's a Lovin' in the Air," and "Right Next Door to Love."

Dance Team Goes S. A.

Monroe and Columbia managers and Aug. 4 for the 11th hotel, the Hotel Dixie, to open Aug. 18. Indefinite future to allow their own touring orchestra.

Monroe Deutch manager.

Copyright, 1934, R. J. Reynolds Tobacco Company



NOW...get back your energy quickly when you feel glum and weary!

Thousands of smokers have adopted this way of combating low energy and low spirits: when their energy sags down they smoke a Camel!

Their experience shows that smoking a Camel definitely increases your available energy, and does it quickly! And science has fully confirmed this wholesome "lift."

What happens is that Camels, through their "coughing effect," help the body to help itself. They are actually "turning on" your own natural energy, while you enjoy Camel's matchless blend.

of costlier tobaccos. So, whenever you want to drive away fatigue or "the blues," just remember to "get a lift with a Camel."

Soon you are yourself again, comforted and refreshed, with all the vim and vigor that are naturally yours!

No Jangled Nerves! You can enjoy the "snap-back" in energy that Camels offer as often as you want. For the finer, MORE EXPENSIVE TOBACCOES in Camels never get on the nerves!



"When I think I can't go another step—then I call a halt and smoke a Camel. A Camel picks me up and gives me the energy to push on."

**Miss GEORGIA
ENGELHARD**

Champion
Woman Athlete

● Camels are made from finer, MORE EXPENSIVE TOBACCOES—Turkish and Domestic—than any other popular brand.

"Get a LIFT with a Camel!"

